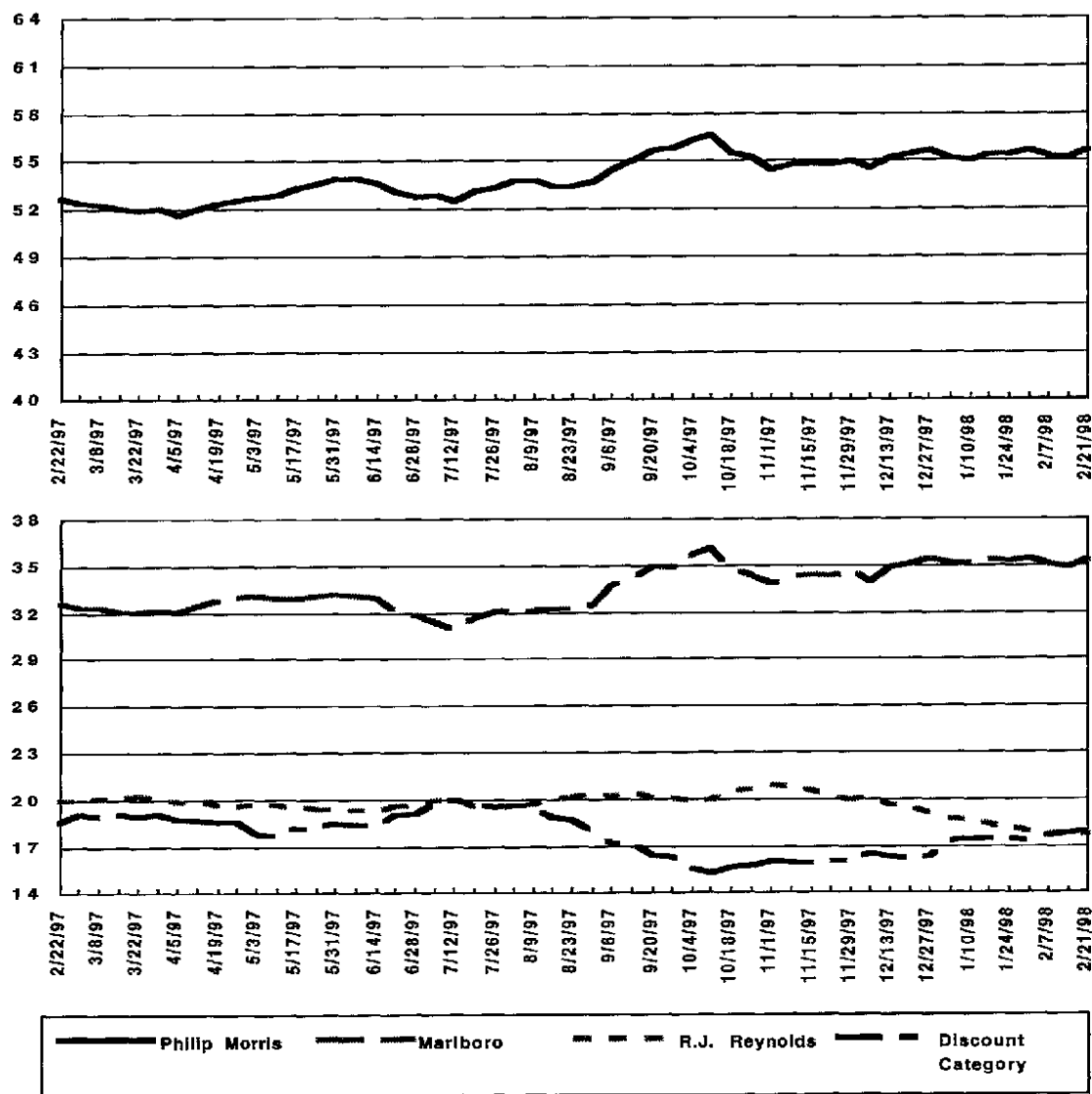


# ECKERD THROUGH W/E 2/21/98



|                | 26 WK | 13 WK | FY '97 | YTD '98 | DIFF  |
|----------------|-------|-------|--------|---------|-------|
| Philip Morris  | 55.25 | 55.74 | 53.91  | 54.23   | 0.32  |
| Marlboro       | 34.86 | 35.35 | 33.44  | 33.36   | -0.09 |
| OPB            | 15.39 | 15.42 | 15.03  | 15.57   | 0.54  |
| Basic          | 4.15  | 4.16  | 4.39   | 4.49    | 0.11  |
| R. J. Reynolds | 18.91 | 17.68 | 19.78  | 17.70   | -2.08 |
| Camel          | 2.58  | 2.52  | 2.50   | 2.56    | 0.06  |
| Winston        | 6.00  | 5.30  | 5.72   | 5.20    | -0.52 |
| Doral          | 3.19  | 2.98  | 3.29   | 3.07    | -0.21 |
| B&W            | 16.34 | 16.55 | 16.37  | 17.15   | 0.78  |
| GPC            | 5.48  | 5.93  | 4.24   | 6.23    | 2.00  |
| Lorillard      | 9.26  | 9.78  | 9.25   | 10.67   | 1.42  |
| Newport        | 7.18  | 7.08  | 6.60   | 7.26    | 0.66  |
| Liggett Group  | 0.10  | 0.10  | 0.17   | 0.09    | -0.08 |
| Premium        | 82.99 | 82.06 | 82.21  | 80.49   | -1.72 |
| Private Label  | 0.13  | 0.12  | 0.68   | 0.12    | -0.56 |
| Avg Ind CPW    | 50.07 | 51.02 | 55.91  | 50.01   | -5.90 |
| Avg PM CPW     | 27.66 | 28.44 | 30.14  | 27.12   | -3.02 |
| Avg Marl CPW   | 17.45 | 18.03 | 18.70  | 16.68   | -2.02 |
| # of Stores    | 1798  | 1798  | 1798   | 1798    | 0     |

Source: STARS Store Level Data

National Account Package I

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